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PROPAGANDA ACTION PLAN IN SUPPORT OF MILITARY FORCES

(D-Day until the fall of the Castro regime)

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On D-Day the ~~SECRET~~ propaganda campaign will enter its action stage.

Priorities will be established by military considerations and all activities directed at Cuba will be in support of military objectives. All propaganda directed to countries other than Cuba will be guided by political action considerations.

The two primary propaganda mechanisms used during the action phase will be radio and leaflet dispersion. However, preparations have been made to utilize captured media, such as newspapers and printing facilities.

The objectives of the propaganda action phase will be to assist military and political action developments; such as,

Strategically:

- To maintain morale of anti-Castro fighting forces.
- To instruct pro-patriot forces, and tell them how to join the fight.
- To intimidate pro-Castro forces; to make them defect or become panic-stricken, confused, and uncertain.
- To present the desired picture of the internal fighting to world opinion. (Minimizing U.S. participation).
- To counteract Sino-Soviet propaganda and negate international Soviet support.
- To appeal to other governments and peoples for support --through the dramatic presentation of declarations of the fighting forces and new government.

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Tactically:

To instruct individuals, telling them how and where they can join fighting forces.

To announce the common purpose of military fighting and civic resistance.

Instruct the populace how to fight in place (sab instructions, call to general strike, etc.).

To deceive the opposition, causing wasteful action and movement of troops, (including a pre-D-Day deception).

To provide a means of giving tactical instructions to patriot forces without communication channels.

To provoke fence-sitters into joining "the winning side".

To cause interference to opposition forces. (Example: Headquarters is aware that government reinforcements are nearing Santa Clara to join the local garrison, by road X from Trinidad. The radio can warn inhabitants of Santa Clara of impending danger from battle or bombing, then say the only safe road out of town is road X. Warn them to leave by that road, carrying all the possessions they can.)

To persuade local populations to support military operations. (Example: Aircraft crews find they need the lights of Havana as a check point for drop missions. But a blackout is enforced . . . Thus the radio explains the problem and asks patriots to put lighted candles in tin cans, placed on roofs or in patios.)

To intimidate so as to obtain local support. (Example: The people are frightened to place the candles mentioned above. The radio says: "We will bomb only military targets. This will be easy in spite of the blackout because only on military installations are there no candles to guide us."

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Thus, we can bomb only those areas where there are no candles."

II

THEMES

The basic D-Day themes are reflected in the D-Day leaflet, a draft of which is attached. (Annex A).

Until further information is available, detailed theme treatment of the action phase will not be formulated. However, probable themes are outlined in an attachment. (Annex B).

III

RADIO

(Broadcasts from outside Cuba)

Medium Wave:

Radio Swan: Present political programs will be eliminated, and the best talent of each program will be utilized by "Unity Program", under direct control of ^{MIAMI} ~~WZL~~. (Program made once a day; relayed by telephone wire to WRUL for shortwave broadcast; picked up by Swan and rebroadcast the same night.) This will be ^{MIAMI'S} ~~WZL~~ operation. The present "news and commentary" program originating in New York will also be continued. (Sent by commercial shortwave to Swan for rebroadcast the same day.) This will be Headquarters' outlet on Swan for editorial treatment. Except for the above programs, the remainder of Swan broadcasting will consist of music and ^{ECHAVEARRIA} ~~WZL~~ news produced on the island by the ^{MIAMI} ~~WZL~~ team. Headquarters and ^{MIAMI} ~~WZL~~ will be in OPIM contact with Swan to guide and control this key output. (It is estimated that a propaganda line requested by Headquarters or ^{MIAMI} ~~WZL~~ will be

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on the air within one hour.)

In addition to the above "commercial" operation of Swan, there will be a clandestine program, ostensibly originating within Cuba, at least twice a day on Swan. Of course, these will not be on Swan regular frequency. Statements made on this program can be replayed on "commercial" Swan as "orders from the rebel command headquarters."

WGFS: This commercial station in Miami operates at 50 K.W. power, making it as strong as Swan, and audible throughout Cuba. Although it will largely confine itself to legitimate coverage "for the Latin's residing in Florida" control and placement will be effected through its sponsor, the Cuban Freedom Committee, and through Headquarters' liaison with the owner.

WMTB: The regular ~~AMERICAN~~ program on this station, heard in northern Cuba, is under control of ~~WMTB~~. To be used for editorial treatment desired by WAVE, and to inject rumors into Miami Cuban population.

WKWF: It is hoped that the Cuban Freedom Committee will, by D-Day, sponsor a news and music--a mild "Tokyo Rose" operation--from this Key West station. Due to its unique position at one end of the radio dial, this station is heard in Havana easily, and much of Cuba. Control will be through the Cuban Freedom Committee and the owner.

AMERICAN BOAT: The craft carries a medium wave transmitter. Handled by ~~WMTB~~. There is a commo link with the boat, so last minute changes can be made at any time. The ~~AMERICAN~~ broadcasts will operate off of Havana in initial days of the invasion. Once a reasonably denied area is obtained, it will go into a nearby cove or inlet and broadcast as an instrument of the rebel forces. Chief value here is the ability of the boat to move up and down the coast according to military needs.

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Short Waves:

Radio Swan: Programs described previously will be simulcast or re-broadcast by Swan on short wave. These will be heard in Cuba in spite of any jamming attempts. (The GOC does not have the equipment or sophistication to completely jam this powerful short wave; furthermore, special equipment on the island will allow countermeasures.)

WRUL: ^{Miami} The ~~WRUL~~-controlled Unity Program, described above, is first broadcast on this powerful facility, heard in Cuba easily, and in all of Latin America.

[REDACTED] A program heard in Cuba is broadcast nightly on short wave facilities [REDACTED]

[REDACTED] The program pretends to originate from a boat at sea, but is actually taped. [REDACTED] (It is also broadcast medium wave, but this will not reach Cuba.)

[REDACTED] beams short wave programs [REDACTED] (This transmitter was purchased [REDACTED])

[REDACTED] A regular commercial station will broadcast short wave (and medium). [REDACTED]

Radio Independiente: This is long-active short wave boat operation. ^{Miami} [REDACTED] is in contact with program producers. The boat is under the control of Tony Varona. Broadcasts three times a day with messages directed to official military listeners.

Broadcasting From Within Cuba:

The [REDACTED] now provides a unique clandestine broadcast in the city of Havana, using a mobile transmitter to project voice messages

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through dormant TV channels. [REDACTED]

Other prop teams planning infiltration into Cuba will carry Viking transmitters with them. Hopefully, at least one will be in place and broadcasting truly clandestine programs by D-Day.

The invasion force will be equipped with a Viking transmitter, in the expectation that it can broadcast directly from its denied area within the country. If so, these broadcasts will be picked up [REDACTED] and replayed into Cuba and throughout the world.

NOTE:

It is possible that following D-Day there will be an interruption in electrical power so that regular radio sets will be inoperative. In any event, it is probable that fighting forces will have to depend on battery or generator-powered sets.

It is planned to provide fighting troops with small transistor battery-powered sets which can be carried in the pocket or on a chain around the neck. Fighting elements with which we are not in contact will be supplied by air drops of transistors hung from brightly colored parachutes. All material drops will contain at least some transistors and battery replacements.

IV

LEAFLETS

Regular pre-invasion leaflet drops will be stepped up shortly before D-Day. Generally, they will stimulate and incite the population for the beginning of fighting, but will tend to mislead on where it will occur.

D-Day Leaflet: This is the key message of the D-Day propaganda operation. The leaflet will have to be concise and yet answer all possible questions for Cuba and the rest of the world. It will be a statement from the military leader (roughly in the form of Eisenhower's D-Day statement).

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If a leader is not available, the leaflet must be from the "Consejo" or whatever ruling group is in command.

It is understood that weather, accident, or low priority on available aircraft may preclude the actual dropping of the leaflet. Whether it is dropped or not, the claimed leaflet will be the basis for the first D-Day broadcasts and first treatment of the invasion by the world press. (It should be noted that the possibility of leaflet dropping facilities which could be used but would not deprive FM of aircraft are being investigated.)

The D-Day leaflet must provide terse, dramatic answers to the following questions:

Who comprises the force: (The patriots who have been active within Cuba have been joined by more non-Batista, non-foreign Cubans who are exercising the right to return to their native land).

What will the force do? (Overthrow Castro and the Communists who have enslaved Cuba.)

Why are they going to do it? (For a democratic Cuba, "Pora una sola America".)

How are they going to achieve it? (By joining with all Cubans to carry out war against the tyrant.)

How are those who hear the message to cooperate? (By general instructions to militia, military, civil population. Steps to be taken against the tyrant, support to be given to the rebel patriots.)

When? (Right now. Until the tyrant falls.)

An Appeal for support must open and close the message, with a dramatic presentation of the battle slogan which will be used in all subsequent m

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sages. Probably this can be something like: "To arms! For a Free Cuba and a Single America!"

(See Attachment for draft of leaflet.)

D-Day plus 1 Leaflet: This will be the first specific instruction to the military and militia. Why they must defect. How they do it. What they must do to their equipment or how they can foul up the service that they manage. How they can insure their life, and that of their families. Delicately intimidating, hopefully promising that they can play a glorious role in the overthrow of the tyrant.

D-Day plus 2 Leaflet: This will be the first specific instruction to the general populace. Following the general outline above, with messages geared for women, youth, workers, etc. Civil resistance and production sabotage. What radios to listen to for guidance.

Target of Opportunity Leaflets: Unlike the above three leaflets, which will be prepared beforehand, subsequent leaflets will be written according to developments in the fighting. They may be directed only to the inhabitants of single towns, or to a single army unit. They may be signed by the secondary patriot leader in a particular area. They may be in the form of "amnesty passes" so soldiers can surrender or defect with impunity. (Production of these leaflets will be from emergency printing facilities previously arranged.)

V

USE OF CAPTURED MEDIA

Two newspaper-radio teams are being trained for combat infiltration. The teams will be editorially and technically competent to operate any

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captured newspaper plant, or to operate and prepare programming for local radio stations. In addition, the present military force includes a team capable of operating a radio transmitter for propaganda purposes. This team now broadcasts [REDACTED]

VI

GENERAL PROPAGANDA SUPPORT

Should military action be extended over a long period of time, the radio and leaflet operations previously described will be augmented by all the regular propaganda apparatus. This will include press placement throughout the hemisphere [REDACTED] through Miami exile contacts with Florida papers; and through Headquarters placement directly [REDACTED]

The latter capability deserves special comment. For in spite of all elaborate planning to reach the Cuban people and the rest of the world directly, it is the output [REDACTED]

[REDACTED] One report [REDACTED] will be repeated on nearly every radio station and most of the newspapers of the Caribbean area.

Because of the importance of this, military planners should be aware of Headquarters capability of placing items directly [REDACTED]

[REDACTED] During a period of fighting, especially in the first few days after D-Day, we will be in a position to place specific messages and propaganda lines. This will be enormously important in influencing the actions of Cuban government leaders and stimulating sympathetic support of the patriotic rebellion from other countries.

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ANNEX A

TODAY

THE PATRIOTS WHO HAVE BEEN FIGHTING IN OUR HILLS AND CITIES FOR THE LAST SIX MONTHS WERE REINFORCED TODAY BY AN ARMY OF LIBERATION. THE BATTLE FOR A FREE CUBA AND AN UNDIVIDED AMERICA HAS BEGUN. ADELANTE!

This morning a large force of free Cubans--the same Cubans who once fought to dispose of Batista--have joined the courageous fighters in the hills. It is a force without foreigners, an army of Cubans who are returning to their own country to save the Revolution from atheistic Communism.

The army of liberation has come to topple Castro the tyrant and rout the Communists who have betrayed our country. It will give to the people the freedoms they fought for before but which were taken from them by Castro.

The army of liberation has come for two reasons: for a free Cuba and for an undivided America.

Victory is inevitable if all recent Cubans join the army of liberation in body and spirit. The red tyrants will crumble before the might and wrath of united citizens.

Militiaman:--Now is the time to turn your guns!

Soldier:--Now is the hour to prove your allegiance to your Country!

Student:--Let the books fall so the tyrant will fall!!

Citizen:--Make the streets your fields of glory!

Let no vehicles run--no wires carry their current--no roads support their traffic--no machines turn--no food get to market--no night be without violence.

Listen to the clandestine radios for your instructions.

THE BATTLE BEGINS NOW. ON THIS DAY EACH CUBAN WILL BECOME A PATRIOT OR A TRAITOR. THE DAY OF JUDGMENT IS AT HAND. NIGHTFALL IS TOO LATE FOR YOUR DECISION. JOIN THE FORCES OF VICTORY SO THAT YOU WILL SHARE IN THE GLORY OF THE NEW CUBA--A FREE CUBA AND AN UNDIVIDED AMERICA.

CONSEJO GENERAL

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ANNEX B

POSSIBLE THEMES FOR D-DAY PERIOD

- Cubans reinforcing internal Cuban opposition: -- "We" are non-Batista Cubans. We are not foreigners. We arrive to reinforce existing brave patriot forces already in the hills who have been fighting Cuban government tyranny for many months.
- Nucleus of original anti-Batista rebels now anti-Castro: -- We count among us and among those in hills many who were at Castro's side against Batista's tyranny and who are now fighting Castro's tyranny.
- Not an invasion: -- This is not an outside, foreign invasion. We are Cubans. We were forced as individuals to leave the house of the tyrant and now are organized and armed and back to help oust the tyrant.
- Earlier martyrs paved the way: -- We are but the final and crowning Cuban force to crush the Communist dictatorship. Before us students, soldiers, workers, and other martyrs have already paved the way and shed their blood to make our arrival possible.
- Erase scourge of Communism: -- Now that you have felt the heel of a negative Soviet, Asiatic, foreign, Communist regime, you know how necessary it is to erase it forever in Cuba.
- Respect for Cuban fighters: -- Don't let the government call us "imperialists" or "mercenaries". You know that we are Cubans fighting Cuba's battle against foreigners like Che, the Soviets, and the Communist Chinese. Whereas, the government crushed some other opposition brutally before, the government leaders now know they have more than met their match. No government propaganda can hide the truth of inevitable victory by Cubans over Communists.
- Our military action part of great over-all resistance movement: -- While we go about our part of the job, we know we are joining a great wave of resistance by all decent, patriotic Cubans, men and women, to eliminate the cancer and build Cuba anew. Special salute to any visible opposition group at time of D-Day.
- Applause of all America. Reunite Cuba and Americas: -- We are not the puppets of anyone, but we have the sympathy and applause of all America, north and south to help redeem Cuba for the Americas.
- Those who betrayed original revolution: -- The current government leaders betrayed the people who originally supported the revolution. Let's get that original movement back on the right track. We are not out to destroy the revolution but only to destroy the destroyers of the original revolution.
- Today is day of decision, not -- Mark well. Now is the time when all Cubans prove themselves to be patriots or traitors. We will be

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tomorrow:

lenient to all who now show they are really Cubans and aid in the liberation uprising, be they militia-men, government employees, or campesinos. But woe to the traitors.

Religious crusade:

-- As the early Christians finally won out over the infidels, so will we. Devout, pray for victory. Recall fish symbol significance.

Batista and Batistianos far away:

-- Batista and his chieftains are far away in other lands and have nothing to do with this great military and civil movement. Don't believe government lies on this subject. (Name resistance leaders who obviously non-Batistianos.)

Star versus Star:

-- Battle line is clearcut. Cuban star and proud banner versus Soviet red star and the hammer and sickle.

Reassurance to fence-sitter with vested interest in regime:

-- No Cuban now cultivating own plot of land for self and family or living in newly built house in town or country will lose same after liberation. We will always respect honest toil and human rights.

Finish grisly job of overthrow quickly and get on to job of building Cuba:

-- Let's get military job over with quickly so we can heal wounds of Cuban family and build a new Cuba out of ashes.

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